

# PI:ELACHE

[www.pixelache.ac](http://www.pixelache.ac) | [members@pixelache.ac](mailto:members@pixelache.ac)

**Trans-disciplinary platform for emerging art, design, research & activism**  
in Helsinki (Finland) since 2002, active in international networks from 2003..

**Ferment Lab Strasbourg**

Compiled by Andrew Gryf Paterson (06.12.2016)

- More background about Pixelche at <http://pixelache.ac/about>



Original **PikseliÄhky** event  
in Helsinki, 2002

Groups of  
**Old demoscene friends,**  
**AV artists & designers, Dotcom**  
**Boomers, tinkerers & hackers.**  
etc.

**Came & shared their**  
**Prototypes and/or their gear..**

Event budget: **200€**

**Quiz fact:**

The only remaining member from 1<sup>st</sup> event is our photo-documentor Antti Ahonen (!)



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- The name '**Pikseliähky**' was originally found in a Finnish article that predicted new words which we would need in the future.
- **Pikseliähky (translated into English as 'Pixelache')** was supposed to describe the feeling that results from an **overdose or excess of digital media content**.
- This overdose can happen easily **if content is too monotonous** – which is the case if standards, formats, tools and design principles converge to a narrow set of options.
- Later interpretations (with English version of word) focused more on the '**ache**' of digital influence in everyday life, an '**ache**' **to re-engage with non-digital interfaces and systems**.
- Pixelache seeks **to challenge mainstream standards and conventions**, not only related to media and technology, but of contemporary society in general

Dynamic tagline for site *pixelache*

Enter replacement for "Festival"

Festival, Raft, Space, Wasteland, Church, Sanctuary, Syndicate, System, Theatre, Stage, Library, Circus, Fleamarket, Clubhouse, Treehouse, Greenhouse, Gym, Escalator, Lift, Elevator, Machine, Gathering, Corner, Project, Home, Nest, Artefact, Archive, Bank, Capital, Fund, School, Mashup, Fragments, Remains, Ruins, Tired, Exhausted, Stream





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- Organised by non-profit cultural association Piknik Frequency ry (**32 members + network**)
- Almost ½ **members born outside FI** (Very *Multi-culti* compared to other Finnish art assoc.)
- **Members (18.11.2016):** Antti Ahonen, Nathalie Aubret, Samir Bhowmik, John W. Fail, Ilpo Heikkinen, Ville Hyvönen, Jon Irigoyen, Owen Kelly, Mari Keski-Korsu, Päivi Raivio, Oliver Kochta-Kalleinen, Mikko Laajola, Albert Laine, Mikko Lipiäinen, Wojtek Mejor, Sara Milazzo, Steve Maher, Mia Mäkelä, Egle Oddo, Andrew Gryf Paterson, Jana Pejoska, Ulla Taipale, Agnieszka Pokrywka, Petri Ruikka, Juan Duarte Regino, Mariana Salgado, Aura Seikkula, Irina Špičaka, Tuomo Tammenpää, Justin Tyler Tate, Ernest Truely, Jenni Valorinta.
- **Since 2011, 1 full-time & 1 part-time 'staff in office' all year, +project/festival 'staff'**
- **Artistic director:** Juha Huuskonen 2003-2011; no-artistic-director 2012-2014
- **Coordinators:** Nathalie Aubret 2012-2014; Petri Ruikka 2015-2016
- **2015 Festival 2015 co-directors:** Agnieszka Pokrywka & John W. Fail
- **2016 Festival 2016 co-directors:** Mari Keski-Korsu & Petri Ruikka
- **Main festival producers:** Ossi Luoto 2003-2005; Nathalie Aubret 2006-2011; Kati Hurme 2012; Ulla Jaakkola 2013; Petri Ruikka 2014
- **'Open Sourcing Festivals' project coordinator** 2012-2014: Nathalie Aubret
- **'Pixelversity' education coordinator & facilitator** 2011-2014: Andrew Gryf Paterson
- **Official Photographer:** Antti Ahonen 2002-2016
- **Board chairperson:** Petri Lievonen 2003-2005; Ville Hyvönen 2006-2014; Mari Keski-Korsu 2015; Mikko Laajola 2016-2017.



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- **Annual festival in Helsinki**  
e.g. 1 x Aula space, 8 x Kiasma Museum of Contemporary Art
- **Since 2011, Nomadic use of venues:** Suomenlinna, Arbis Swedish Adult Education Centre, Suvilahti Cultural complex → Naissaari (EE), Vartiolahti..
- **Festival 2015 was decentralised in private & outdoor Eastern/Central Helsinki locations**
- **Festival 2016 was centralised at Lapinlahti former mental health hospital.**
- Emergent **need to share and present prototypes, hacks, cultural demos**
- Festival has been **annual priority** for Finnish & International scene(s), 2003-
- Later **maintaining local and regional community** took priority 2011-2014
- New priority – **relevance in post-media / mainstream digital cultural environment** ?, 2012-
- Engaging in **trans-disciplinary subjects and complex social issues.**





## Pixelache Festival 2016: 'Interfaces for Empathy' (22-25.9.)

“Could empathy be a key to reconnect us with our ecosystem and ourselves? Pixelache Festival 2016 - 'Interfaces for Empathy' explores the promise of this possible societal shift through macro-level direct experiences the perspective of interconnectedness of all life... This year Pixelache Festival's main venue is the former Lapinlahti hospital area, with Lapinlahden Lähde as a partner organisation. Other festival venues are Kiasma Museum of Contemporary Art, MUU Gallery & Helsinki City Winter Garden.”

- **Co-directed by** Pixelache members **Mari Keski-Korsu & Petri Ruikka**  
The programing has been supported by Pixelache members and an advisory group consisting of artists **Laura Beloff** and **Egle Oddo** and researchers/cognitive scientists **Katri Saarikivi** and **Valtteri Wikström**.
- <http://festival.pixelache.ac>

# PIXELACHE

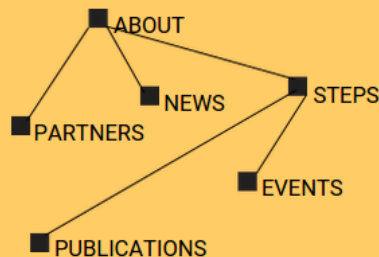
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## **Activities beyond annual festival**

- **Invited** experimental art-science, alt.econ.cult and technology productions
- **Outreach & educational programme** 2010-2014 (Pixelversity: diversification, regional+)
- **Collaborative member production** projects & residencies and other activities
- **Promoting Open knowledge practices** in the cultural scene (eg. F.L.O.S.S. of the Year)
- **Finnish National Art Prize** in 2012 (first media art organisation as receivers)

# open → sourcing festivals



SEARCH



## OPEN SOURCE DIY FESTIVAL MAKING KIT

24 August 2015

The main outcomes of the Open Sourcing Festivals project are the co-production by the partners of the Do It Anyway festival 2015 in Sheffield (UK),...



## DO IT ANYWAY FESTIVAL 2015, FEEDBACK & IMPACT ASSESSMENT

16 August 2015

In the context of Open Sourcing Festivals, our UK partner Access Space in cooperation with its partners, organised Do It Anyway 2015 (DIA), their first...



## SHARING DO IT ANYWAY 2015 BUDGET

15 August 2015

After sharing our original EU Grundtvig-funding application (see post from 02.03.2015) and Camp Pixelache 2014 budget (see post from 20.04.2015), we...

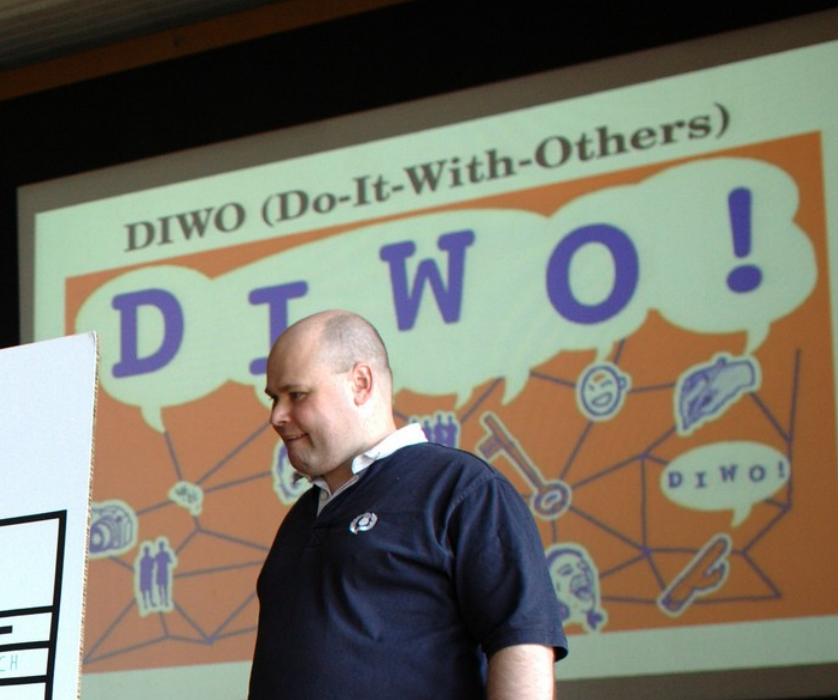
Open Sourcing Festivals and Open Learning Steps [EU Grundtvig supported] 2013-2015,

- **Led by Nathalie Aubret** from Pixelache (Helsinki, FI), in cooperation with **Piksel** (Bergen, NO), **Mal au Pixel** (Paris, FR), **Pikslaverk** (Reykjavik, IS), and new network member **Access Space** (Sheffield, EN).
- <http://opensourcingfestivals.eu>









**CAMP**  
PIELACHE 2012

**GRID**  
12.00-20.00

	TUHLASALI	ROOM 24	ROOM 22	ROOM 23	
12.00 - 13.30	PAUL GARDNER	-	-	-	LUNCH
13.30 - 15.00	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH
15.00 - 15.30	DIWO IN A...	-	-	-	-
15.30 - 16.30	DIWO IN A...	-	-	-	-
16.30 - 17.00	DIWO IN A...	-	-	-	-
17.00 - 17.30	JENNIFER GASKILL	-	-	-	-
17.30 - 18.30	DIWO IN A...	-	-	-	-
18.30 - 19.00	DIWO IN A...	-	-	-	-







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## Approaches

- Hacker-culture, "creative misuse of technology" (2002-)
- Grassroots, subcultural & network culture
- Open-source Culture (software, hardware, organisation), but also Bricolage & Pragmatism
- 'Do-It-Yourself' (D.I.Y.) towards 'Do-It-With-Others' (D.I.W.O.), participatory arts
- Emergent practices and aesthetics
- Trans- /Un- disciplinarity in practice
- Commons & Sustainability issues





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**Since 2008-2009 onwards, member interests in trans-disciplinary topics..**

- **Ecological** issues (art+science+ecology, bioarts, water), Nuclear politics, Waste/Trashlab
- **New+traditional cultural heritage** (e.g. fermentation, Res Agri. plant-knowledge & foraging)
- **Renewable energy** (solar, bio-)
- **Alternative Economics** (Voluntary cooperation or *Talkoot* in Finnish, Crowd-funding, Commons)





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## Online organising tools & use of participatory platforms

- **Wiki** (Twiki installation), 2004-2011
- **Etherpad** (tieke.fi, 2011-, and own-installation, 2013-)
- **Google Docs/Drive** (spreadsheets, docs, 2007-)
- **Mailinglists** (self-administrated, 2003-, Google Business 2011-2014, part of custom CMS, 2014)
- **Doodle**, 2010-
- **Slack**, 2016-
  
- **HTML**, 2002-, **PHP**, 2003-2007
- **Joomla**, 2008-2009, **Wordpress**, 2011-2014
- **Custom-made** (John W. Fail) **CMS via RubyonRails**, 2014-
- **GitHub** (sharing 'pixelinfra' CMS), 2014-
  
- **Flickr**, 2007-
- **Vimeo**, 2008-
- Live streaming collaborations. mostly **Bambuser Pro**, 2011-
  
- **Facebook**, 2010- (Pixelaching group, Pixelache Helsinki page)
- **Twitter**, 2011- @pixelache





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**Association decision-making structures / processes** (\* = strength of affect)

- **Non-profit cultural association membership** (now 32 in 2016) with a
- **Legally-responsible board** (consisting of 5 'full' and 2 'substitute' members) \*\*
- **Artistic director** 2003-2011 \*\*\*
- **Office** with 1-3 core production team since 2006-2016; New model coming in 2017 \*\*\*
- **Monthly members meetings** since late 2014 \*\*
- **Rotating festival directors as co-curators** within membership 2015, 2016, 2017 \*\*\*
- **Quarterly meetings with advisor group** in 2013-2014 \*

Different fund(s) allows different fun(s) .. pre-2010 / post-2010 / post-2016 ?

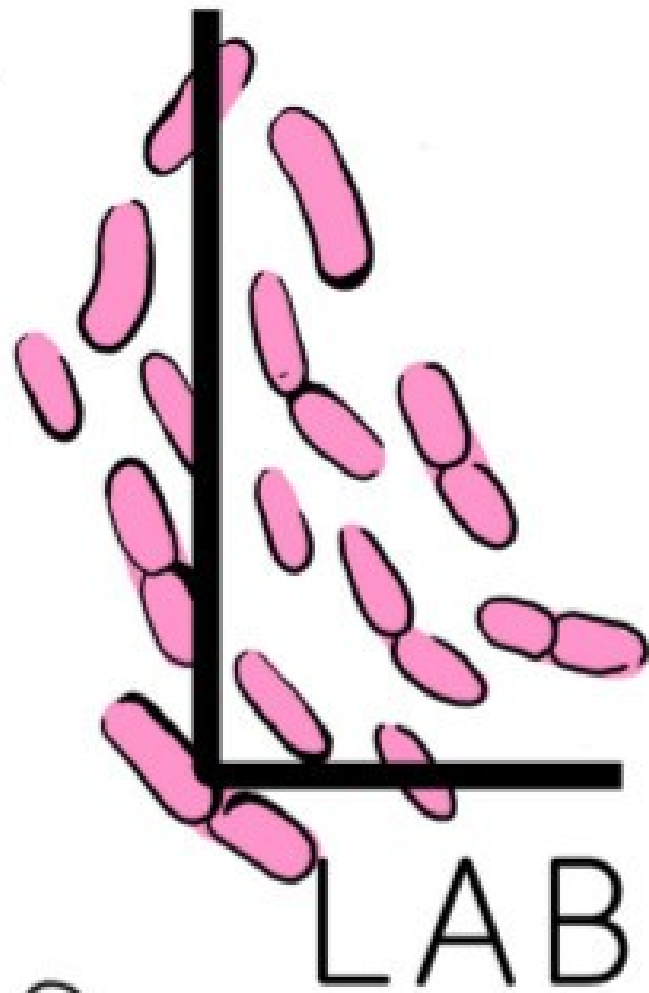
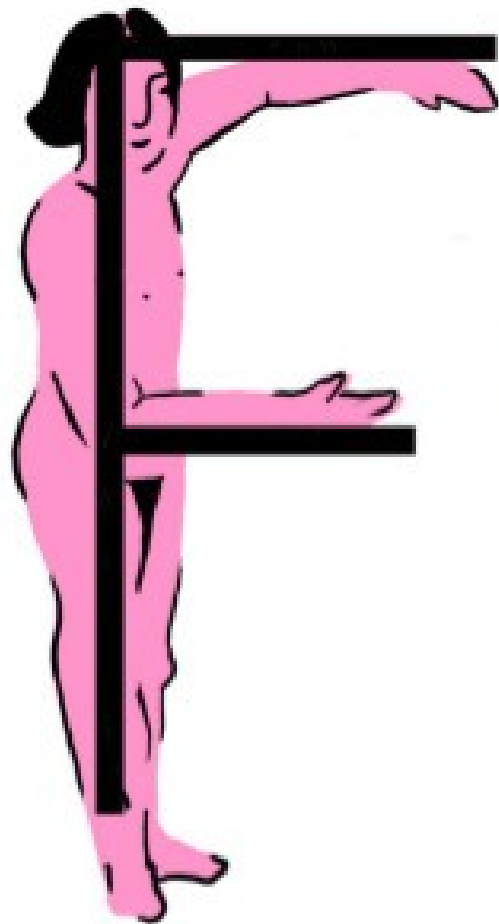
- **“Survival of the fittest”** (Darwinian cultural production) between 2004-2010
- **Significant curatorial contributions by members** (festival themes, keynotes) since 2011-
- **Around-the-year programme organically shaping content** between Festivals 2012-2014
- **Clusters of members working in autonomously-produced projects**, e.g. Ferment Lab







FERMENT





# PIXELACHE

[www.pixelache.ac/projects/ferment-lab](http://www.pixelache.ac/projects/ferment-lab)

## Ferment Lab

Ferment Lab is a participatory space for food & social fermentation,

- Ongoing Pixelache project since 2014
- Taken various forms, involving **practical workshops** on ferments, **research into food preparation** and **experiments & composting**, as well as explorations of social interpretations of concept.

Ferment Lab has been hosted so far by:

- **Station Messschiff Eleonore - StadtWerkstatt** (Linz, 2015)
- **Treasure Hill Artists Village** (Taipei, 2015), **TW Bioart** (Taipei, 2015)
- **Pixelache Helsinki Festival 2015 & 2016**  
(in collaboration with Helsinki City Library's Herttoniemitälo and Temporary.fi)
- **Planet B (Food Hacking) exhibition at NRW-Forum** (Düsseldorf, 2016)
- **Le Shadok** (Strasbourg, 2017).

## Aims

- To do in various locations to **collect parallel stories of food and social transformation, transplant gained recipes into other contexts, experiment with raising expertise** in social fermentation.
- To present its findings from different locations in a comparative manner in the form of a cookbook of/for social fermentation.

Currently, Pixelache members involved in Ferment Lab are:

Agnieszka Pokrywka, Andrew Paterson & Nathalie Aubret (Contact: [firstname@pixelache.ac](mailto:firstname@pixelache.ac))









SOUR DOUGH

SOUR BEETS

SAUERKRAUT











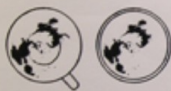
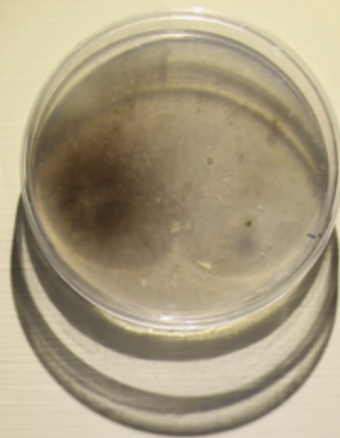
Two vertical rectangular panels with text and small circular icons at the top.



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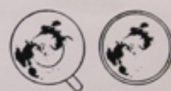


Two vertical rectangular panels with text and small circular icons at the top.



你試圖模仿這些已經陳舊的事物。  
如果你繼續陷入，  
過去某種重要但不正向的事，  
將會影響你的未來。

ANGEL YEH



You're trying to mimic  
something that is already  
old. If you continue with  
this, a crucial but not very  
positive event from your  
past will keep impacting  
your future.

ANGEL YEH







Bread / Salt /  
lemon juice

Soy milk /  
red onion

Acid soil

3 chickpeas

Chili  
green / onion















## Ferment Lab Strasbourg

- Ferment Lab Strasbourg (aka project Kompostkrut) was **proposed to Le Shadok in May 2016** as a contribution for their international artist-residency project and exhibition during 2017.
- **Based upon early research by Andrew Gryf Paterson in Strasbourg, February-April 2015**, inspired in dialogue to the Ferment Lab concept developed by Agnieszka Pokrywka in 2014.

### Phases:

#### 1. Reconnaissance & Rendezvous

with local actors, potential partners  
(Research: Culture Starters)

#### 2. Reinterpretations & temporary interventions

in local intangible/tangible cultural heritage related to the Museum exhibition  
(Fermentation: Experiments)

#### 3. Exhibition in the last period, e.g. October-December 2017

(Participatory productions, artefacts & documentations: Degustation)



## Ferment Lab Strasbourg

### Questions

- What is at stake in the act of fermenting and making our own bio-active, live foods?
- Can experimentation around fermentation and food hacking empower us, and is so, in what ways?
- Can reinterpretations of heritage around food practices and fermenting contribute to future thinking and actions?
- What can fermentation and its cycles teach us about life in general and about ourselves?
- Is there a relationship between food culture and local culture in general? What does it say about us?
- What could recipes for practical and social fermentation look like in the context of Strasbourg?
- Can we rethink systems of food security and food production and reflect it in practice?
- Can food and its processes become a platform for a dialogue and collaboration between people of different disciplines, social status and cultural belonging?